This Brand Just Donated $300K In Plus-Sized Clothing To Harvey Victims

Last Tuesday, Elle Today published a report from uniform Houston's Denise & Blooms Convention Center, interviewing both aid workers and survivors in the devastating wake of Hurricane Harvey. In the piece, Yolanda Bueler, a program marketing manager for the Red Cross, expressed an immediate need for a very specific resource: plus-size clothing. "We just heard that there is great need for plus-size clothing, as well as shoes, socks and other plus-size clothing items," she told Elle Today.

Happily, the steps they felt were being taken, FullBeauty, a New York City-based parent company of several plus-size brands, including Swimsuits For All—all members of Adsum's 2019 Collective—has partnered with Delivering Good to provide a shopping spree of over $300,000 worth of new plus-size merchandise to victims of Hurricane Harvey. "We want to ensure that women and men of all sizes have access to clothing, during this devastating time," said Corey Ilyes, president of FullBeauty Brands. "Our FullBeauty family has deep roots in Texas. With our call center in El Paso and hundreds of thousands of our customers in Texas, those who have been affected are in our hearts and minds."

And the brand has gone one step further, partnering with the American Red Cross on a custom wishlist for women's apparel, with funds following survivors in need. To make a monetary donation to the American Red Cross through FullBeauty, click here.

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